



Date: 17.10.2019

To,
The Manager,
Department of Corporate Relations,
BSE Limited, PJ Towers,
Dalal Street, Mumbai-400001

To,
The Manager,
Listing Department,
National Stock Exchange of India Limited,
Bandra Kurla Complex, Bandra (E), Mumbai-400051

Dear Sir/ Madam,

Sub: Press Release- Take control of the Boom this Diwali! PTron Launches advanced version of Dual Driver Earphones - Boom 3.

With reference to above mentioned subject, we hereby submit the press release submitted by Palred Electronics Private Limited, a subsidiary of Palred Technologies Limited, stating that PTron Launches advanced version of Dual Driver Earphones - Boom 3.

This is for the information of and records of Exchanges.

Thanking you,

For Palred Technologies Limited


Shruti Rege
Company Secretary



PALRED TECHNOLOGIES LIMITED

(FORMERLY KNOWN AS FOUR SOFT LIMITED)

CIN No. : L72200AP1990PLC033131

Regd. Office : Plot No. 2, 8-2-703/2/B, Road No. 12, Banjara Hills, Hyderabad - 500 034.

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Take control of the Boom this Diwali!

PTron Launches advanced version of Dual Driver Earphones - Boom 3

India, October, 17 2019: PTron Boom 3 Deep Bass Wired earphones (higher end version of PTron Boom series) with Quad-core driver technology was launched today. With 8mm dynamic drivers & neodymium magnets that deliver true Quad-core sound, Boom 3 is all set to upgrade your music experience.

- *PTron Boom 3 launched today at an attractive price of Rs. 649/-*
- *PTron Boom 2 sells at Rs. 549/-*
- *The key difference between Boom 3 and Boom 2 is the ergonomic design, better noise cancellation, strong resilient cable & immersive sound quality*



Cutting Edge Speaker Technology of Boom 3 - The Quad-core driver technology of Boom 3 allows for advanced filtering for better separation of frequencies from each earpiece and provides you with a much smoother and more precise bass and treble. With dual drivers, one can achieve audio clarity which mono-driver headphones simply cannot provide.

PTron has been one of the most successful brands in Dual Driver technology headphones. The first version of this earphone - Boom 2 is one of the Best Sellers on Amazon under the wired headphones category. Boom 3 is not an upgrade or replacement of Boom 2, but it is a higher end product of the Boom Series from PTron. Boom 3 offers better noise cancellation to create an excellent background for music with richer fullness and bigger bass. Designed with the idea of ergonomics, the

earbuds of Boom 3 with 45° oblique in-ear wearing design, conform to the natural curve of the ears for utmost physical comfort.

Whats-more? Music and call control becomes easier with the new and advanced Boom 3 as it comes with a built-in smart in-line controller and a high-quality microphone. Boom 3 is available Online on [Amazon.in](https://www.amazon.in) at a special launch price of Rs. 449 during the Great Indian Festive Sale against the normal price of Rs. 649. Boom 3 is also available on [PTron.in](https://www.ptron.in) & [LatestOne.com](https://www.latestone.com) So, PTron Boom lovers, hurry up, while stocks last!

Ameen Khwaja, Founder & CEO of PTron said, Taking forward the legacy of Boom 2, Boom 3 is a gift to PTron fans this festive season and the proof of our continuous effort to provide the best in terms of great audio experience at pocket-friendly prices. The features of Boom 3 have been designed keeping in mind the choice of Gen Z and millennials. We have sold more than 3 lacs units of Boom 2 in the last 1 year and are confident that Boom 3 will create a new milestone, changing the way millennials and Gen Z enjoy listening to music.

For further information, please contact:

Poonam Shaw

Marketing Communications Manager

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